

COUNTRY

United Kingdom

Quantitative Analysis	2005	2006 PYE	2007 Projection	Comments/Notes/Opportunities
Arrivals to U.S.	4,700,000			
Arrivals to California	693,000			
California % Market Share	14.74%	#DIV/0!	#DIV/0!	
Spending Per Party, Per Trip	\$3,300.00			
Average Length of Stay	6			
Party Size	1.7			
Annual Market Revenue Estimate	\$1,345,235,294	#DIV/0!	#DIV/0!	
Value per Discrete Visitor	19800	0	0	
Current year California marketing expenditure	\$240,000			
Cost Per Customer	\$0.35	#DIV/0!	#DIV/0!	
Return on Investment	\$5,605			

Qualitative Profile (Rate 1-5, with 5 being best)	2005	2006 PYE	2007 Projection	Comments/Notes/Opportunities
Air Lift - San Francisco <i>(Daily Non-Stop = 5 pts., 3+ weekly non-stops = 4 pts., Good connecting flights = 2-3 pts, Moderate connecting = 1 pt.)</i>	4			
Air Lift - San Diego	1			
Air Lift - LA, Burbank, Ontario, Orange County	5			
Market Leader/Key Partner Opportunities <i>(Wholesale coop \$500M+ = 5pts, Wholesale coop \$300+ = 4 pts, Wholesale Coop \$100+ = 3 pts, Moderate Coop. = 1 pt., Add 1 pt. If Calif. Industry currently spending, willing to coop in this market)</i>	3			
Language	5			
Visa availability	5			
Economic Conditions/Exchange Rate				
Receptive Support	3			
California Ranked in Top 10 for Desired Travel Destinations in the U.S.? <i>(Ranked #1-3 = 5 pts, #4-5 = 4 pts, #6-7 = 3 pts, #8-9 = 2 pts, #10 = 1 pt.)</i>	4			
Total Qualitative Score	30	0	0	

Cost Per Customer

Return on Investment Per Dollar

Qualitative Score

\$0.35	#DIV/0!	#DIV/0!
\$5,605	\$0	\$0
30	0	0